

NAVEEN S

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Coimbatore, Tamil Nadu, India

Summary

Results-driven Front-End Developer and UI/UX Designer with **6+ years** of experience delivering **responsive, accessible, and high-performance web applications** and **email marketing campaigns** for **SaaS, eCommerce, B2B, and B2C** clients. Expert in **JavaScript (ES6+), React, Angular, HTML5, CSS3, SCSS, and UI/UX design**. Proven track record in **SEO, performance optimization**, and **cross-browser/email client compatibility**. Skilled in **marketing automation** (Eloqua, SFMC, Marketo) and analytics (Google Analytics, Tableau). Delivered **150+ projects** achieving **100% Google PageSpeed scores** and **90%+ performance improvements**. Adept at collaborating with cross-functional teams in **Agile environments** to deliver innovative, user-centric solutions.

Key Achievements

- Delivered **150+ web projects** with 100% on-time delivery and 90%+ performance scores.
- Improved e-commerce checkout conversion rates by **20%** through optimized Angular workflows.
- Reduced website load times to **under 2 seconds** for multiple clients.
- Developed and tested **200+ responsive HTML email templates** with flawless cross-client rendering.

Technical Skills

- **Frontend:** JavaScript (ES6+), React, Svelte, HTML5, CSS3, SCSS, jQuery, Bootstrap, SVG, GSAP, Animate.js, Scroll Magic, wow.js, Responsive Design, Cross-Browser Compatibility, Web Performance Optimization
- **Backend:** Node.js, PHP, Laravel, MySQL
- **UI/UX:** Photoshop, Figma, XD, Wireframing, Prototyping, User Journey Mapping, Material Design, WCAG, ARIA
- **Email Marketing:** HTML Email Templates, Responsive Email Design, Email on Acid, Litmus, A/B Testing
- **Marketing Automation & CRM:** Oracle Eloqua, SFMC, Marketo, UIPath Studio, Zoho CRM, Certain, WPP Open
- **Tools & Methodologies:** Git/GitHub, npm, VS Code, WordPress, Shopify, Postman, Jira, CI/CD Pipelines, Agile
- **Analytics & SEO:** Google Analytics, Tableau, SEO Best Practices, On-Page SEO, Keyword Research

Certifications

- **Web Designing and Maintenance:** Infoem Solutions
- **Marketing Automation:** WPP Online Training, QA Ltd
- **Intro to Generative AI and Prompt Engineering:** WPP Online Training, QA Ltd
- **AI for Content and Marketing Automation Best Practice:** WPP Online Training, QA Ltd
- **Digital Brand Building Best Practice:** WPP Online Training, QA Ltd
- **Digital Marketing Strategy Essentials and Best Practice:** WPP Online Training, QA Ltd
- **Digital Media Best Strategy and Best Practice:** WPP Online Training, QA Ltd
- **eCommerce Business Models Essentials:** WPP Online Training, QA Ltd

Professional Experience

Associate Engineer - Technology

Verticurl Marketing Pvt Ltd | Sep 2021 – Present

- Managed **end-to-end marketing automation campaigns** for enterprise clients (Rockwell Automation, J&J, Intel).
- Developed **HTML/CSS templates** from Figma/Photoshop/XD, ensuring pixel-perfect rendering across devices.
- Implemented **UIPath automation** to reduce manual effort by 30%.
- Performed QA with **Email on Acid** and **Litmus** to ensure cross-client compatibility.
- Executed **A/B testing** to improve open rates by 12% and CTR by 8%.

UI/UX Designer & Full-Stack Developer

MI Softwares | Jan 2021 – Sep 2021

- Designed **WCAG-compliant UI/UX** for web apps, improving usability scores by 15%.
- **Frontend:** Built responsive interfaces with React, HTML5, CSS3, integrated with Laravel/Node.js APIs.
- **Backend:** Developed custom CMS dashboards, improving content management efficiency by 25%.
- Implemented **CI/CD pipelines** with GitHub Actions, reducing deployment time by 40%.

Front-End Developer

Cloud Dreams | Mar 2019 – Dec 2020

- Developed **100+ responsive websites** using HTML5, CSS3, JavaScript, SCSS.
- Built scalable **Angular e-commerce apps** with reusable components and API integrations.
- Integrated secure **payment gateways**, reducing checkout abandonment by 15%.
- Optimized assets/code to achieve **90%+ PageSpeed scores** and load times under 2s.
- Applied **SEO best practices**, boosting organic traffic by up to 30%.

Web Design & Development Intern

Infoem Solutions | Dec 2018 – Mar 2019

- **Frontend:** Developed HTML5/CSS3/JavaScript websites with responsive layouts.
- **Backend:** Built PHP/MySQL features for data storage and CMS functionality.
- Worked with WordPress & Bootstrap to create mobile-friendly layouts.

Projects

- **Portfolio:** naveens-dan.github.io/Portfolio
Built entirely with vanilla JavaScript and custom CSS without any external libraries or frameworks.
- **Rockwell Automation:** Multi-lingual corporate site — [View](#)
- **Cloud Dreams:** Corporate website with advanced animations — [View](#)
- **MI Softwares:** Modern responsive company website — [View](#)
- **CODISSIA:** Industrial association site with custom CMS — [View](#)
- **TagYourTaxi:** Taxi booking platform corporate site — [View](#)

Education

- **B.Sc. Mathematics** – Jairams Arts & Science College, Karur (2015–2018)